RICARDO CORTEZ AS PERRY MASON IN THE THRILL TOPPER OF THE CLUE CLUB SERIES!

"THE CASE OF THE Black Cat"

By Erle Stanley Gardner, with

RICARDO CORTEZ
JUNE TRAVIS

Jane Bryan • Craig Reynolds • Carlyle Moore, Jr. • Gordon Elliott • Directed by Wm. McGann • A First National Picture

WARNER BROS.' CAMPAIGN PLAN

(Lead-Off Story)

Strand Books Baffling New Mystery Film

One of the most baffling of all the Erle Stanley Gardner murder mystery dramas, "The Case of the Black Cat," has been picturized by First National, and comes to the.....Theatre on....., with Ricardo Cortez and June Travis in the leading roles.

One of the unusual features of the plot of this highly involved drama is that while detectives are trying to solve the supposed murder of one man, the "dead" person himself commits a murder, and still another slaying is perpetrated by a couple to cover up what they believe to be their crime in "killing" the first man.

The crimes are all the outgrowth of a family quarrel over the estate of an eccentric millionaire while he is still alive, and later the disappearance of a million dollars' worth of securities, and diamonds. Three grandchildren are the beneficiaries of an early will, but a later one cuts off one of them without a cent. Provision also is made for the crippled caretaker and his cat.

It is the marks of the muddy paws of a cat on a dead man's chest that ultimately lead to the solution of the crimes by Perry Mason, the astute lawyer-detective, known to every lover of mystery dramas.

A new and compelling Perry Mason unravels the mystery in the person of Ricardo Cortez. New also is June Travis in the role of his smart, wise-cracking secretary, Della Street.

Jane Bryan plays the love interest with Carlyle Moore, Jr., as her sweetheart. Craig Reynolds and Gordon Elliott, portray the girl's cousins who inherit the fortune. They are suspected of the crimes.

Now a Sleuth

Ricardo Cortez becomes "Perry Mason," world famous crook catcher in "The Case of the Black Cat," the First National picturization of Erle Stanley Gardner's latest murder mystery which comes to the.....Theatre on.....

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Nedda Harrigan who is the millionaire's nurse and the sweetheart of one of his grandsons, is also one of the suspects. George Rosener is the crippled caretaker whose half-wild cat, Clinker, plays such an important part in the crimes and their solution.

Others in the cast are Harry Davenport, Gary Owen, Gordon Hart, Clarence Wilson, Guy Usher, Lottie Williams, Harry Hayden, Milton Kibbee and John Sheehan. William McGann directed the picture from the screen play by F. Hugh Herbert.

It is the consensus of opinion among readers of murder mysteries that "The Case of the Black Cat" is one of the most sensational thrillers of the present generation.

(Opening Day Story)

Murder Mystery Thriller Coming to Strand Today

"The Case of the Black Cat," the latest of the First National picturized versions of the Erle Stanley Gardner's mystery thrillers, comes to the..... Theatre today, with Ricardo Cortez in the role of the famous lawyer-detective, Perry Mason, and June Travis as Della Street, his secretary.

There are murders galore—one of an eccentric millionaire's nurse, one of his caretaker who owns a mad cat—and a third for good measure.

Six persons are under suspicion, two of whom kill themselves. The six suspects include Jane Bryan, granddaughter of the millionaire, Craig Reynolds and Gordon Elliott, his grandsons, Nedda Harrigan, his nurse, George Rosener, the family caretaker and Carlyle Moore, Jr., the sweetheart of the millionaire's granddaughter.

Later the nurse and the caretaker are slain under strange circumstances, and after Perry Mason has proved that the first murder was a hoax, four persons are suspected of the actual killings.

The plot is baffling and the thrilling climax comes in a courtroom at a sensational trial.

Others in the cast are Harry Davenport, Gary Owen, Gordon Hart, Clarence Wilson, Guy Usher, Lottie Williams, Harry Hayden, Milton Kibbee and John Sheehan. William McGann directed the picture from the screen play by F. Hugh Herbert.

Mystery story addicts are respectfully asked to attend "The Case of the Black Cat" to prove to their satisfaction the claim of Erle Stanley Gardner fans that it is the most unique and puzzling story yet written by the master of murder mystery.

(Review)

"Case Of The Black Cat" Baffling Mystery Drama

Erle Stanley Gardner Outdoes Himself Giving Unique Twist to Melodrama

Most baffling of all Erle Stanley Gardner murder mysteries is "The Case of the Black Cat," the First National production, which held audiences fascinated at the .....Theatre yesterday.

The plot is most unusual in that the first "murder" is a hoax and the man supposed to be killed turns up at the trial of the man accused of slaying him, while two actual murders are committed as the result of the trick. Six persons are suspected by the police, all of whom are proved innocent. The real killers are exposed at the trial of an innocent man by Perry Mason, the astute lawyer-detective who invariably solves mysteries that the police are unable to fathom.

Ricardo Cortez gives an unusually clever portrayal of Perry Mason as does June Travis as Della Street, his worldlywise secretary. Jane Bryan is lovely to look at and effective as the romantic granddaughter of the millionaire, who has been cut off by his latest will.

Among the suspects are Craig Reynolds and Gordon Elliott, grandsons who are beneficiaries of the millionaire's will; Carlyle Moore, Jr., sweetheart of the pretty granddaughter; Nedda Harrigan, the rich man's nurse and George Rosener, the crippled caretaker of the family mansion.

Excellent portrayals are also given by Gary Owen, Harry Davenport, Gordon Hart, Clarence Wilson, Guy Usher, Lottie Williams, Harry Hayden, Milton Kibbee and John Sheehan.

William McGann, the director, has given the melodrama a fine feeling of mystery, holding the suspense to the smashing climax.

The clever adaptation of the story was made by F. Hugh Herbert.

June Travis

June Travis featured with Ricardo Cortez in "The Case of the Black Cat," the First National picture now at the.....Theatre.

Mat No. 103—10*c*

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PUBLICITY

Fans Tell Cortez How To Play Perry Mason Role

New Star of "The Case of the Black Cat" Says Advice Given Was Conflicting

Ricardo Cortez received a letter from a woman living in Minneapolis, just as he was about to start work on the First National picture, "The Case of the Black Cat," now showing at the.....Theatre.

"I understand you are going to play the part of Perry Mason," she wrote. "Now, Mr. Cortez, I have my own ideas about Perry Mason and how his character should be played and I hope you will follow my suggestion faithfully . . ."

The woman's ideas were well-meant, but a trifle out of line with the script writer's thoughts on the subject. She started out by saying that her late husband had been an amateur detective and had always worn a silver-plated badge on his coat lapel. "Perry Mason should wear a badge, too," she said. "How are people going to know he's a detective unless he makes the point clear?"

This is only one of many letters which Cortez received after it was announced that he was to do a screen characterization of one of the most popular figures in contemporary American mystery fiction. The letters came from all parts of the country, and everyone wanted Cortez to play the debonair lawyer-detective to his own design.

It all goes to prove, said Cortez, that cinema fans draw a mental picture of their heroes of fiction and are apt to be pretty snappy about it when our actor does not live up to specifications.

"If I had taken the fans' collective advice," said the actor, "my Perry Mason would have been a remarkable person, indeed. He'd have been tall and short—thin and fat—and clean-shaven with a moustache and a goatee.

"They wrote in and suggested how I should walk, how I should talk and how I should part my hair. A woman in Memphis who said she was the mother of ten children, all of whom were potential Perry Masons, advised me to go to bed early on the nights before I was to work in the part. She said I could think more clearly in the morning if I did."

With all due respect to the fans, Cortez gave his own personal characterization of the popular fictional celebrity. Inasmuch as he is a rabid Perry Mason fan himself, he feels he was within his own rights in this respect. And the result proves that he was.

"The Case of the Black Cat" is another of the thrilling murder mystery dramas by Erle Stanley Gardner. Besides Cortez, the cast includes June Travis, Craig Reynolds, Carlyle Moore, Jr., Gordon Elliott and Nedda Harrigan. The picture was directed by William McGann from the screen play by F. Hugh Herbert.

June Travis Chains Money On Her Wrist

June Travis, leading lady in the First National mystery drama, "The Case of the Black Cat," which comes to the..... Theatre on....., has made certain that no matter where she happens to be with an empty purse, she'll never be without enough money to send a wire or pay for a long-distance phone call.

On her left wrist, the actress wears a chain-type bracelet to which small coins have been attached. June has been collecting the additions to her bracelet for several months, and now has coins attached which total three and a half dollars in value.

When Murder Rides Abroad

Ricardo Cortez and June Travis pit their wits against ruthless killers in "The Case of the Black Cat," First National's picturization of Erle Stanley Gardner's most thrilling "Perry Mason" mystery, "The Case of the Black Cat," which opens at the.....Theatre on.....

Mat No. 201—20*c*

Ricardo Cortez Starts Studio Broom Mystery

During the filming of the First National murder mystery drama, "The Case of the Black Cat," now showing at the..... Theatre, Ricardo Cortez, who has the leading role, started a mystery of his own.

Cortez was seen to smuggle a broom into his dressing room one day. He was never known to sweep it out himself, so conjecture arose as to what he was doing with it.

It was not until the picture was nearly finished that June Travis, leading lady, found him cleaning his pipe with a broom straw.

"But why all the bother?" she asked. "Can't you afford wire cleaners?"

Cortez explained that an expert had told him broom straws were far better, and as he takes his pipe-smoking seriously, he decided to try it. He agrees that they are better.

Like many another creative artist Mr. Cortez has found out that the good old pipe has a definite use for almost every moment of the day. It helps him to memorize his lines—to figure out just what "Perry Mason" will do when confronted with a baffling situation.

Jane Bryan Talks in Signs to Visitors

When a child, Jane Bryan, Warner Bros. featured player, had a bad case of sore throat, not being able to speak for two weeks. She spent her time learning the deaf mute finger language.

While playing the love interest in the First National murder mystery drama, "The Case of the Black Cat," which comes to the ..... Theatre on....., a messenger boy arrived on the set with a party of deaf mute visitors.

"I don't know what to do with them," said the boy. "I don't speak their language."

"I'll take care of that," said Jane, and she did, explaining all about the picture in the sign language, much to the delight of her visitors.

Featured with Miss Travis in "The Case of the Black Cat" is Ricardo Cortez.

Miss Bryan was born with the even more Irish name of O'Brien—but because Pat O'Brien was something of a lad on the screen it was thought best to drop the O—as grand as it was—for a name which is after all fairly Hibernian. Pretty Jane takes care of the young love interest with Carlyle Moore, Jr.

June Travis Aspires To Be Journalist

June Travis, who plays the role of Perry Mason's secretary in the latest of Erle Stanley Gardner's mystery dramas, "The Case of the Black Cat," which comes to the.....Theatre on....., is attempting to fulfill her ambition to become a newspaper woman by editing "The Warner Club News," house organ of Warner Bros. employees.

Ricardo Cortez is featured with Miss Travis as the amateur detective, Perry Mason.

Prop Man Finds Real Letters in Movie Mailbox

Property mailboxes, replicas of actual U. S. mailboxes seen in street scenes in motion pictures, reveal some odd material when they are opened up after having been in use around studio sets for several months. Extra people just can't seem to resist stuffing them with anything that is handy at the moment.

The property man working on "The Case of the Black Cat," the First National picture now showing at the.....Theatre, found one that was so full of miscellaneous objects that he was forced to empty it before he could move it around the set.

Ricardo Cortez, June Travis, Jane Bryan and other members of the cast laughed as the prop man emptied the following things out of the stage replica of Uncle Sam's mailbox:

A pair of worn out tennis shoes, a man's belt, a woman's beret, an old polo shirt, a battered flashlight, several bottles, a package of watermelon seeds, an umbrella handle, two pairs of broken glasses, four books, several assorted gloves, a threadbare baseball glove, two rubber balls, a broken vase, two wire coat-hangers, lots of petrified chewing gum and hundreds of cigarette butts, and several genuine letters.

"The Case of the Black Cat" is a thrilling murder mystery melodrama by Erle Stanley Gardner. William McGann directed the picture from the screen play by F. Hugh Herbert.

Cortez Barred From Beach Bathing

Ricardo Cortez made a verbal agreement with Warner Bros. studios to eschew the beaches and confine his bathing to a tub during the production of "The Case of the Black Cat," a murder mystery drama which comes to the ..... Theatre on.....

Cortez showed up with his face peeling from sunburn one day early in the filming of the picture, explaining that his skin was extremely sensitive to the sun and peeled easily. He was given time to get his face cleared up and then a promise extracted that he keep out of the sun until the completion of the picture.

June Travis Joins Secretarial Club

June Travis is the latest actress on the Warner Bros. lot to become a member of the "Secretaries to Perry Mason Club." June is the third girl to enact the role of the wisecracking Girl Friday to the popular lawyer-detective of the Erle Stanley Gardner thrillers being filmed for the screen.

This time it's the "Case of the Black Cat," which comes to the ..... Theatre on.....

Incidentally, June is the first brunette to play the part, the other two being Genevieve Tobin and Claire Dodd, both blondes. Ricardo Cortez is Perry Mason in the current picture.

Black Cats Provide the Creeps for Many Tales

"The Case of the Black Cat," the First National picture featuring Ricardo Cortez and June Travis, and coming to the..... Theatre on....., brings to mind some of the other thrill stories in which a black cat figures. The Edgar A. Poe story "The Black Cat" comes to the fore. It is said that Napoleon would turn back from an expedition if a black cat crossed his path.

Actress Learns How to Juggle 13 Plates in Film

A waitress, working at the studio restaurant, had her moment of glory when she was installed as technical director for a sequence in the new mystery picture, "The Case of the Black Cat," the First National picture now showing at the..... Theatre.

In a sequence representing the interior of a restaurant, Jane Bryan, a recruit from the Little Theatre Workshop of Jean Muir, had to enact the role of a waitress.

She did nobly except that she had trouble stacking dishes the way they do in actual restaurants. Try as she would, she simply couldn't balance more than three or four dishes at a time.

The real waitress eagerly gave expert directions and when, after thanking her, Jane again faced the cameras she was able to balance a stack of thirteen plates, with never so much as a teeter.

She says her present ambition is to become a sixteen-plater and tie the championship held by a bus boy in the studio cafe.

Miss Bryan has the ingenue role in "The Case of the Black Cat," the latest of the Perry Mason mystery dramas by Erle Stanley Gardner.

Others in the cast are Ricardo Cortez, June Travis, Craig Reynolds, Carlyle Moore, Jr., Gordon Elliott and Nedda Harrigan.

William McGann directed the picture from the screen play by F. Hugh Herbert.

Studio Chair Fills Player With Pride

Nedda Harrigan, legitimate stage actress and wife of Walter Connolly, who recently deserted the stage for motion pictures, has achieved an ambition of several years standing. She is now the proud owner of a film set chair with her own name printed across the back.

The chair was presented to Miss Harrigan recently when she began work in a featured role with Ricardo Cortez in the First National mystery film, "The Case of the Black Cat," which comes to the.....Theatre on.....

"I've always been just a little bit jealous of my husband when I would visit him on a set and find him sitting in a chair with his own name on it," confided Miss Harrigan. "Now I can look him in the eye when I come home at night and discuss the day's work."

Film Lovers

Carlyle Moore, Jr., and Jane Bryan—who have the ingenue roles in "The Case of the Black Cat," the First National film featuring Ricardo Cortez and June Travis now at the.....Theatre.

Mat No. 102—10*c*

PUBLICITY

June Travis Regulates Life On Business Plan

Feminine Lead in "The Case of the Black Cat" Has System of Her Own

When June Travis was picked to play the role of Della Street, the worldly-wise secretary to Ricardo Cortez in "The Case of the Black Cat," the First National picture now showing at the.....Theatre, they chose one of the few Hollywood actresses who could hold down such a job in real life.

For June, who has been in the Cinema City but two years, and has climbed to leading roles in that time, has installed a system that would be the pride and joy of any modern business office.

She came to Hollywood and the acting profession fresh from a girls' school in Chicago. Except for occasional trips to the inner sanctum of the Chicago White Sox baseball club, of which her father is vice-president, she had never been in a real office in her life.

Nevertheless, June took it upon herself to install a system in her daily life which embraces filing cabinets and time clocks and all its trimmings. And she has the time of her life keeping it up.

Into trim filing cabinets go all receipted bills for the Travis wardrobe and the Travis groceries. She files them personally, and spurns the use of the conventional Hollywood part-time business manager.

"Why hire such a person?" asks June. "If one can't run one's own business one'll never go far. A lot of people out here say they haven't the time. That's silly. Anyone can find time to mind her own business. That is, unless she's too busy minding the affairs of other people."

June punches a small bureau clock every morning when she gets up and again when she retires in the evening. It is a sure means of checking up on her sleep.

About the middle of the week, if she finds she is several hours behind in her sleep, she cancels engagements for the remainder of the week and balances her shut-eye budget to conform to the figures on the time clock.

Fifty-six hours a week is her goal, and it's seldom she misses the mark.

"The Case of the Black Cat" is another of the thrilling murder mystery dramas of Erle Stanley Gardner. Besides Cortez and Miss Travis, the cast includes Jane Bryan, Craig Reynolds, Carlyle Moore, Jr., Gordon Elliott and Nedda Harrigan.

The picture was directed by William McGann from the screen play by F. Hugh Herbert.

June Travis Buys One-Half of Cat

June Travis has purchased a half interest in "Penelope," the prodigy of the feline world who has done many "bit" roles in motion pictures.

Penelope and Miss Travis recently worked together in the First National picture, "The Case of the Black Cat," which comes to the.....Theatre on.....Penelope has the title role and Miss Travis the feminine lead.

Because they got along so well together June made a deal with Penelope's owner for a half ownership, she to share in profits or losses of the feline's business life.

According to feline tradition, June may be said to own four-and-a-half of Penelope's lives.

Ricardo Cortez is featured in "The Case of the Black Cat" as the famous amateur sleuth, Perry Mason.

Greed Claims A Victim

Nedda Harrigan, George Rosener (centre) and Craig Reynolds in a weird scene from "The Case of the Black Cat," First National picturization of Erle Stanley Gardner's latest murder mystery, featuring Ricardo Cortez and June Travis and coming to the .....Theatre on.....

Mat No. 202—20*c*

Mystery Drama Actors All Have Business on Side

Proving that the Hollywood film players enjoy having a sideline to their regular professional duties, it was found that every featured member of the cast of "The Case of the Black Cat," the First National picture which comes to the.....Theatre on....., has an interest in some other business.

Ricardo Cortez, the leading man, owns third interest in a New York City cafeteria. He figures he'll never go hungry, no matter what happens.

June Travis, his leading lady, is financially interested in several Southern California girls' softball teams. Her father is Harry Grabiner, vice-president of the Chicago White Sox.

Craig Reynolds, the "heavy" of the company, is interested in a Chicago candy manufacturing concern specializing in marshmallows.

Carlyle Moore, Jr., juvenile, owns a half interest in a concern designing and manufacturing outdoor gymnasium equipment.

Gordon Elliott, featured character player, dabbles in Toluca Lake real estate.

All outside interests are paying profitable dividends, too, according to the players.

"The Case of the Black Cat" is a thrilling murder mystery melodrama by Erle Stanley Gardner. William McGann directed the picture from the screen play by F. Hugh Herbert.

Ricardo Cortez Is Cured of Life Long Cat Phobia

They ran into their first real trouble on the set of "The Case of the Black Cat," the First National picture which comes to the ..... Theatre on....., when Ricardo Cortez had to work in a scene with Penelope, the cat assigned to play the title role.

Cortez, like many other persons, just can't stand to see cats around and it presented quite a problem. Regardless of his personal feelings, the actor had to do a scene with the cat.

Scotty Moore, the property man, finally solved the problem. Unknown to Cortez, he slipped a cat biscuit in the actor's pocket. Within a few minutes, the cat jumped into Ricardo's lap and stuck its head in his pocket.

Cortez was startled but pleased and the scene was made without a hitch.

"The Case of the Black Cat" is the latest of the thrilling murder mystery dramas by Erle Stanley Gardner. Besides Cortez the cast includes June Trais, Jane Bryan, Craig Reynolds, Carlyle Moore, Jr., Gordon Elliott and Nedda Harrigan.

The picture was directed by William McGann from the screen play by F. Hugh Herbert.

There is a widely accepted idea that cats are the especial companions of old maids—though the records show that felines have been favorites with many men. Sir Isaac Newron, according to an old story, made two doors in his barn—one for the big cat to use and another for the kitten. Both used the same door.

June Travis Sets New Style in Gowns

June Travis, set a new style in the costume design while working in the First National mystery drama, "The Case of the Black Cat," now showing at the..... Theatre.

Fashioned of navy blue chiffon, the dress is a tunic-type, shirred horizontally from shoulders to tunic hem, while the short skirt underneath is slim, with a row of large pearl buttons placed so closely as almost to overlap, straight down the front.

THE STORY

The story opens at the country estate of Peter Laxter, eccentric, bedridden millionaire. With him live Wilma Laxter, his granddaughter, Frank Oafley, Wilma's cousin, and Sam Laxter, another grandson. Servants in the house are Ashton, the caretaker, Daisy DeVoe, Peter Laxter's nurse, and Mrs. Pixley, the housekeeper.

Believing that Wilma's fiance, Douglas Keene, wants to marry the girl for the money she will inherit, Peter Laxter calls Perry Mason, his lawyer, and has him change his will, leaving all his money to his two grandsons. Wilma invests what money she has in a waffle shop in the nearby town. Douglas, her fiance, joins her in managing the business. Several days later the Laxter mansion burns down, and the charred remains of Peter Laxter are found in his bed.

Perry Mason, with the assistance of his secretary, Della Street and his man of all work, Paul Drake, sets to work to find the person whom he believes started the fire. Sam Laxter and Oafley hire Schuster, a shyster lawyer to protect them against Mason's investigation. Mason's first coup is to prevent Laxter and Oafley from dismissing Ashton, the caretaker, on the grounds that his cat Clinker, keeps them awake at night. Ashton and the cat were provided for in the will. Mason gets an order of exhumation for Laxter's body, and it is found Laxter had been dead several hours before the body was found, by monoxide gas. Mason finds a hose connected from a running automobile into Laxter's room.

Later, the caretaker's body is found dead. Across the bedding are the tracks of a cat. Several hours before, Douglas Keene had brought the cat to Wilma. He had gone to the home of the caretaker and not finding him at home had taken the **cat.** Hearing of this, the District Attorney arrests him for the murder. He is also accused of Laxter's murder.

As the trial nears its end, Mason announces that Peter Laxter is still alive. He produces him in court. Laxter, with the cooperation of his caretaker, had substituted the body of a tramp in his bed and had then set his own house on fire, disappearing afterwards so that he could find out which of his relatives wanted to kill him and obtain the money.

Oafley, secretly in love with Daisy DeVoe the nurse, conspired with her to kill Laxter. They also murdered the caretaker and then framed Douglas. Their false cue was the marks of the cat. Mason had found that the footprints on the bed were not those of Clinker. Wilma and Douglas discuss plans for their marriage.

THE CAST

Ricardo Cortez	*Perry Mason*
June Travis	*Della Street*
Jane Bryan	*Wilma Laxter*
Craig Reynolds	*Frank Oafley*
Carlyle Moore, Jr.	*Douglas Keene*
Gordon Elliott	*Sam Laxter*
Nedda Harrigan	*Louise DeVoe*
Garry Owen	*Paul Drake*
Harry Davenport	*Peter Laxter*
George Rosener	*Ashton*
Gordon Hart	*Dr. Jacobs*
Clarence Wilson	*Shuster*
Guy Usher	*Burger*
Lottie Williams	*Mrs. Pixley*
Harry Hayden	*Rev. Stillwell*
Milton Kibbee	*Brandon*
John Sheehan	*Sgt. Holcomb*

PRODUCTION STAFF

Director	William McGann
Screen Play	F. Hugh Herbert
Story	Erle Stanley Gardner
Photography	Allen G. Siegler, A.S.C.
Film Editor	Frank Magee
Dialogue Director	Frank Beckwith
Art Director	Hugh Reticker
Gowns	Milo Anderson

OFFICIAL BILLING

Warner Bros.	25%
Pictures, Inc. present	5%
THE CASE OF THE BLACK CAT	100%
with	
Ricardo Cortez—June Travis	50%
Jane Bryan—Craig Reynolds—Carlyle Moore, Jr.—Gordon Elliott	30%
* * *	
Directed by William McGann	20%
* * *	
A First National Picture	10% 10%

BIOGRAPHIES

Ricardo Cortez

Ricardo Cortez was born in Vienna but moved to New York with his parents when three. He received his early education there and then entered a brokerage office as a messenger boy. Always interested in the theatre he spent his spare pennies for seats in the peanut gallery.

First before the footlights as a super in a theatrical spectacle. Then fly-boy in a Forty-First Street theatre. Next an extra at a Fort Lee studio.

Cortez quickly advanced to leading roles. He was Garbo's leading man in her first feature, "The Torrent." When the talkies came in he was even in more demand because of an excellent speaking voice.

His more recent pictures are "The Walking Dead," "Man Hunt," "Frisco Kid," "The Murder of Dr. Harrigan," "Special Agent," and "The White Cockatoo."

His current production is "The Case of the Black Cat" which comes to the .....Theatre on.....

June Travis

Born in Chicago on August 7, 1915, June Travis attended the Parkside School and the Starrett School for Girls. Her father is Harry Grabiner, vice president and general manager of the Chicago White Sox Baseball Club.

Accompanying her father on a spring training trip to the West Coast, she matriculated at the University of California. She took a screen test, too, then returned to Chicago.

Miss Travis entered the University of Chicago and forgot all about film work until she was introduced to a Warner Bros. executive. She told him of the screen test. He immediately got in touch with the studio that had made it, and after seeing the test, offered her a contract. She accepted and was given a small part with Kay Francis in "Stranded."

Her pictures are "Bengal Tiger," "Earthworm Tractors," "Jailbreak," "Ceiling Zero," "Stranded," "Times Square Playboy," "Dr. Socrates," "The Case of the Lucky Legs," and her current picture, "The Case of the Black Cat," which comes to the.....Theatre on.....

In the Shadow

June Travis and Ricardo Cortez —featured in "The Case of the Black Cat," the First National picturization of the Erle Stanley Gardner murder mystery which is now showing at the.....Theatre.

Mat No. 104—10*c*

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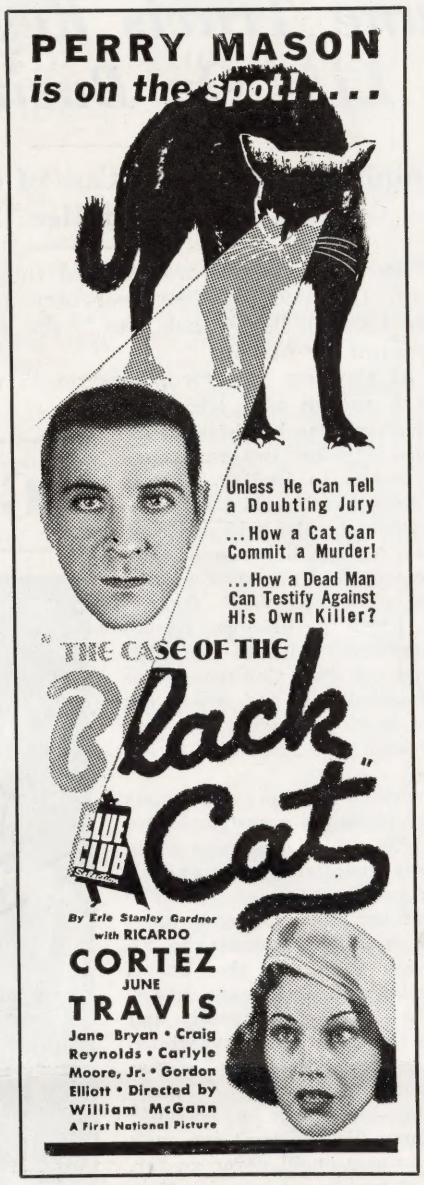

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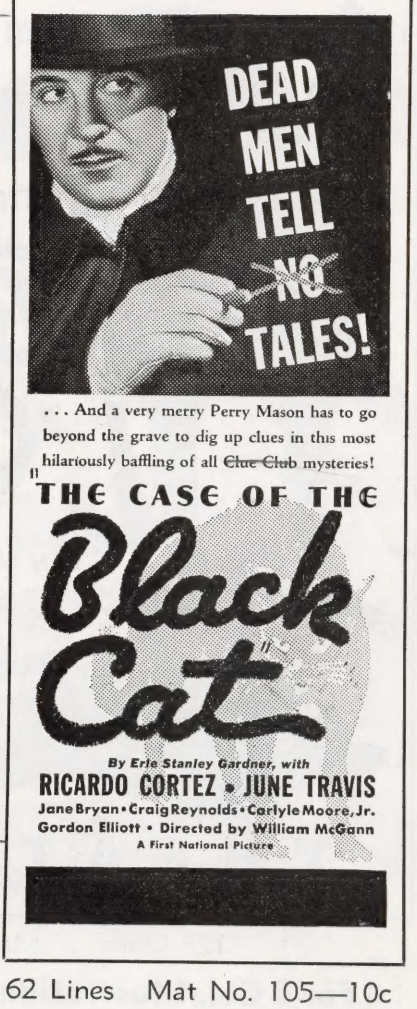

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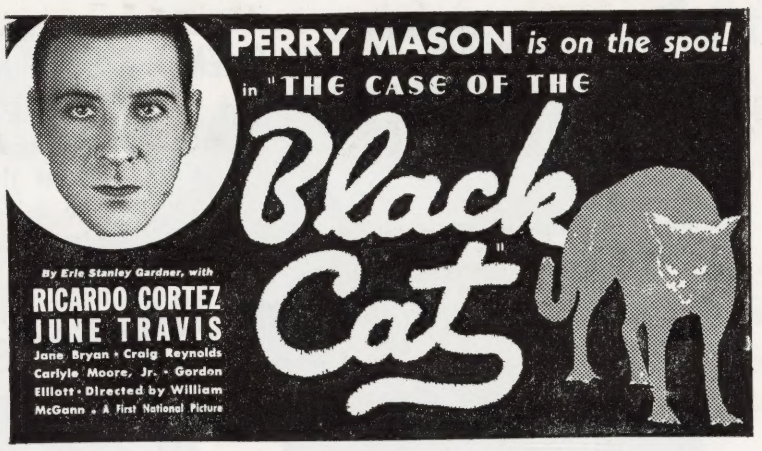

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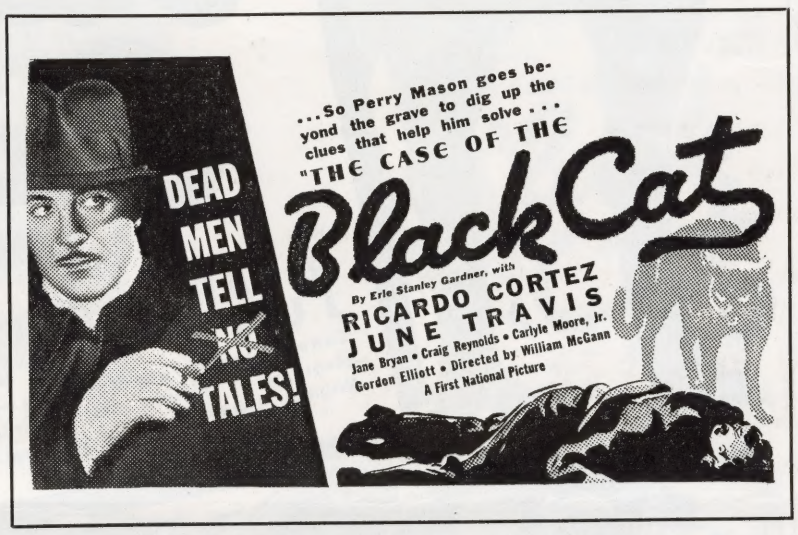

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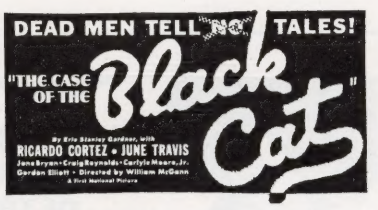
84 Lines Mat No. 205—20c

39 Lines Mat No. 108—10c



14 Lines Mat No. 107—10c

98 Lines Mat No. 207—20c

[For 3 Col. Illustration of This Ad See Page 4]

YOUR SUPPORTING PROGRAM

"TOYTOWN HALL" (Merrie Melodies Series). A cartoon based on a famous radio program including all the stars of stage and screen. In Technicolor.
(7 *minutes—No.* 1413)

"SAY IT WITH CANDY" (Broadway Brevity Musical Series). Twenty minutes of smart satire ribbing the advertising business. Star names include Virginia Verrill, John Fogarty and Muriel Martin.
(20 *minutes—No.* 2011)

"PICTORIAL REVUE No. 2 (Vitaphone Pictorial Revues). Especially appealing to the women, this short tells them how to get into pictures, offers prize recipes by George Rector and illustrates beautiful gowns in color.
(10 *minutes—No.* 2402)

EMIL COLEMAN AND ORCHESTRA (Melody Masters Series). The maestro of suave and sophisticated continental rhythms dispenses his entertainment.
(10 *minutes—No.* 2503)

KEN MURRAY AND OSWALD in "CAN'T THINK OF IT" (Broadway Brevity Comedy). The latest radio comic sensations, supported by Elaine Arden, go through the paces in a fast and funny routine.
(20 *minutes—No.* 2013)

"NORTHERN LIGHTS" (Colortour Adventures). Jean Paul King, ace radio commentator takes the audience on a cruise to the Northern Capes and tells of the beautiful scenery in this E. M. Newman short in Cinecolor.
(10 *minutes—No.* 2303)

"VITAPHONE INTERNATIONALS" (Big Time Vaudeville Series). A variety show featuring Pallenberg's Entertainers, Ming & Toy, Holtz & Lee and other specialty acts.
(11 *minutes—No.* 2602)

EXPLOITATION

We Give You Gentlemen

WARNER BROS.' MIDGET HERALD!

The size of this new midget herald (4 x 6½ inches) was designed for easy handling. It is convenient to mail or slip into a program. It fits into pockets and purses. It is a very practical size for enclosure with telegrams and parcels AND IT'S SOMETHING NEW!

The herald is printed on one side only, leaving the entire reverse side for playdates and rest of your program. Bottom of front is also reserved for theatre imprints. Especially practical for rubber stamp imprints.

THIS NEW MIDGET IS GOING BIG IN THE BIG-TIME CIRCUITS! FOLLOW THEIR LEAD!

$1.25 per M for 5M and over

$1.50 per M for less than 5M

'9 LIVES DISPLAY'

Here's an inexpensive display! Have your artist draw a large black cat with its nine shadows —drawn in lighter tone — arranged behind, and slightly to the side of each other. In each shadow is a star still. Copy should read: *"How did the BLACK CAT Effect These Nine Lives?"* You can write in your picture plug on the large black cat. If you want to add a little more punch to gag, place flashers behind display which light star stills alternately.

COSTUME PARTY

Any local dance halls or night clubs having a masquerade party? A "black cat" night oughta be a good stunt for them to pull and, of course, plug for pic fits in with their plans. Offer ducats for best costume.

CHARMS IN LOBBY

Lobby display of charms, trinkets, rabbits' feet, ju-ju mixtures, lucky coins and any other gadgets that are supposed to be bad luck antidotes. Might intersperse some newspaper stories on modern superstitions.

PLUG CAT'S MEOW

One way of getting your patrons in the proper mood before showing them the thrilling trailer is to darken the house and produce sound effects of a cat meowing, a gun shot and a woman's scream—then flash on trailer.

BLACK CAT FOR DISPLAY

There are plenty of ways in which you might play up the title in your stunts. A most effective and inexpensive way would be to spot a number of black cat cutouts (such as used in Hallowe'en displays) around the lobby and during your run string them up under the marquee. Might be able to borrow a large stuffed black cat which could be worked into an attractive plug for the film, as a decorative standee with stills and copy. And if you like animation, set a big black cat on marquee with tail waving and bulbs flashing to make eyes blink.

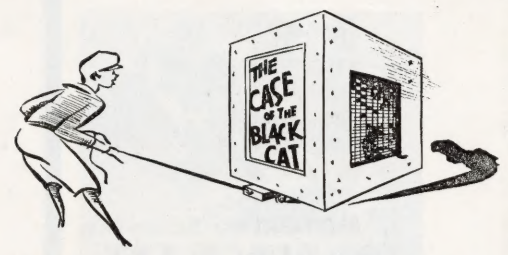
NEWSPAPER AD

Run teaser in lost column on classified page of newspaper. *"Lost—Black Cat. Answers to name Clinker. Wanted for trial. If found please return to Perry Mason, Strand Theatre. Generous reward."*

PET SHOP AIDS

Nearby pet shop might be interested in window featuring black cats. Catchline: *"A Black Cat is on Trial this week at the Strand Theatre. Ours are innocent cats but why not give them a trial anyway?"*

Cat In Case As Gag Bally



Boy tugging large packing case inside of which is a black cat should make an amusing street bally. Poetic, or rather, exploitation license permits you to cut out sides of box so that cat can be seen, although normally, of course, it couldn't. Painted around case is—*"The Case of the Black Cat."* Wheels rigged up similar to those on roller coasters will make things easier for boy. Simple enough for all your fans to understand and at the same time will hand them a laugh. Illustration should give you all the details necessary.

CAMERA CONTEST

Candid camera shooters and other photography fiends at some time or other probably have taken some shots of a black cat. Offer ducats for best. Newspaper might cooperate with you on this contest with announcements and publishing winners' pictures while you come through with lobby display of entries. You shouldn't have trouble working this one—and it ought to create plenty of interest around town.

CAT ON TRAIL

A clever display might be worked out by having your artist illustrate a courtroom scene, showing a black cat in the witness stand and Perry Mason pointing an accusing finger. Stills and plug are spotted in drawing.

PICKETS PROTEST

Society for Preservation of Black Cats — your own brainchild, naturally — pickets in front of your theatre, signs read —*"What Has Happened to Justice? Save the Black Cat."*

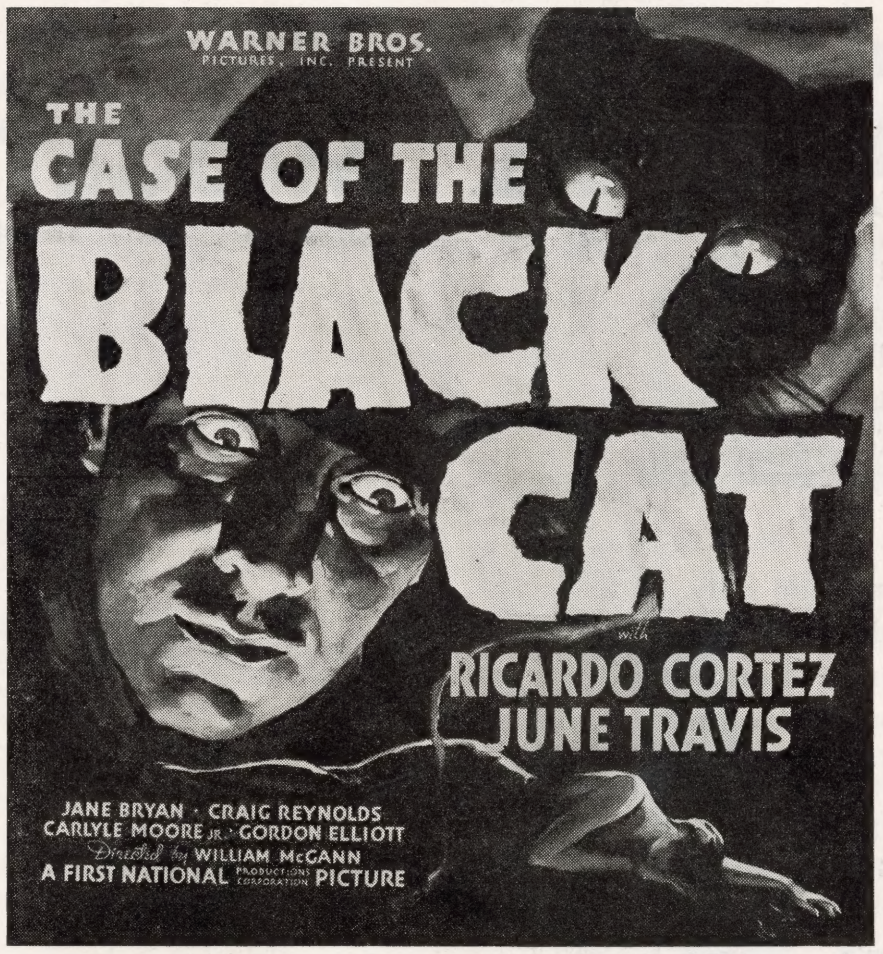
TELL CLUE CLUB

Contact mystery groups and clue club fans and see if they're interested in attending your theatre in groups. You might even offer special rate for large parties they arrange.

ACCESSORIES

3-SHEET

1 to 24 . . . . . 40c each
25 and over . . . . . 36c each

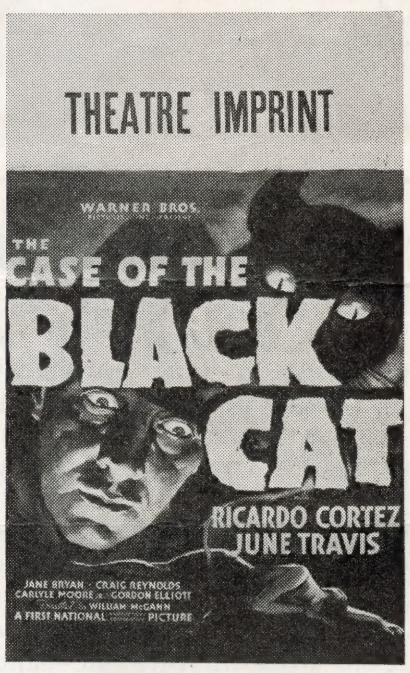


1-SHEET

1 to 49 . . . . . 15c each
50 to 99 . . . . . 13c each
100 and over . . . . . 11c each

6-SHEET

1 to 9 . . . . . 75c each
10 to 19 . . . . . 70c each
20 and over . . . . . 65c each

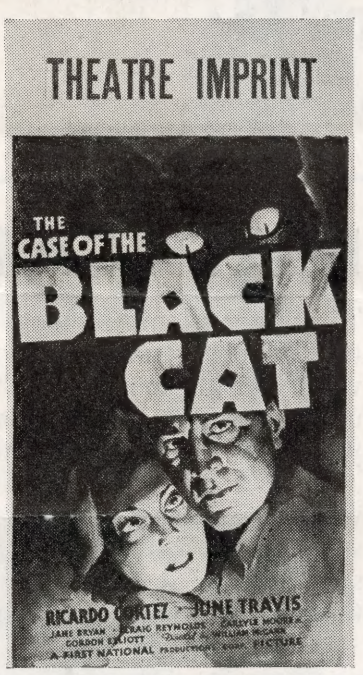


WINDOW CARD

1 to 49 . . . . . 7c each
50 to 99 . . . . . 6c each
100 and over . . . . . 5½c each

INSERT CARD

1 to 24 . . . . . 25c each
25 to 49 . . . . . 22c each
50 to 99 . . . . . 20c each
100 and over . . . . 18c each



MIDGET WINDOW CARD

4c each

SLIDE

15c each

STILLS . . . . . 10c each

MIDGET HERALD

1M to 4M . . . . . $1.50 per M
5M and over . . . $1.25 per M

11" x 14"

LOBBY DISPLAY PHOTOS
8 IN SET — COLORED
75c a Set

22" x 28"

LOBBY DISPLAY PHOTOS
2 IN SET — COLORED
80c a Set

PRINTED IN U.S.A.

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